

ELLEN FIX

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PROFESSION *Writer, Editor, Journalist*

POSITIONS **Staff Editor**
Arthritis Today
2008 to Present (Contract Position)

Copywriter
Ashworth College
(Formerly Professional Career Development Institute)
1995 to 2008

Staff Reporter
The Shelby Report

Freelance Reporter and Writer
Various Publications

Marketing Writer
DATEQ

Proposal Coordinator
Jova/Daniels/Busby Architects

EXPERIENCE

Promotional Writing: Conceive write, edit and proofread brand-focused marketing and advertising materials to promote career education to diverse target audiences, for all types of printed and web-based materials including: direct response letters, brochures, proposals, newsletters, catalogs, direct mail, packaging, presentations, ads, press kits, CDs, online video scripts, website content, landing pages, banner ads and email campaigns.

Marketing: Maintain brand awareness by collaborating with graphic artists, website designers and marketing executives to develop compelling messaging solutions that reflect organizational style and tone; devise media plans; develop marketing surveys and conduct competitive research on which to establish successful market positioning and generate leads; develop thematic approaches to reach key target audiences with distinct demographics.

Reporting and Editing: Conceive, research, write and place feature articles for publication in national and local consumer and trade publications and newsletters; conduct extensive interviews; fact-check and edit freelance submissions for clarity and completeness; manage freelance writers; edit articles. My articles have appeared in: *Southern Homes, Business-to-Business Atlanta, Atlanta Jewish Life, Atlanta Journal/Constitution, Environment, Creative Loafing, Best's Review, The Sandy Springs Reporter, Arthritis Today, Pathfinder's Travel.*

As a writer, I have an exceptional command of language. I am adept at performing research, cultivating relationships with subject matter experts and conveying the pertinent details of complex subjects in an expressive, easy-to-grasp manner. I am devoted to ensuring that each word and every phrase informs, engages, entertains and inspires. I have superlative interpersonal and organizational skills. My high level of responsibility, motivation and commitment to excellence makes me ideally suited to work independently. Yet I am also a team player who thrives on interacting with others to meet strategic goals.

Extensive portfolio and references are available upon request.